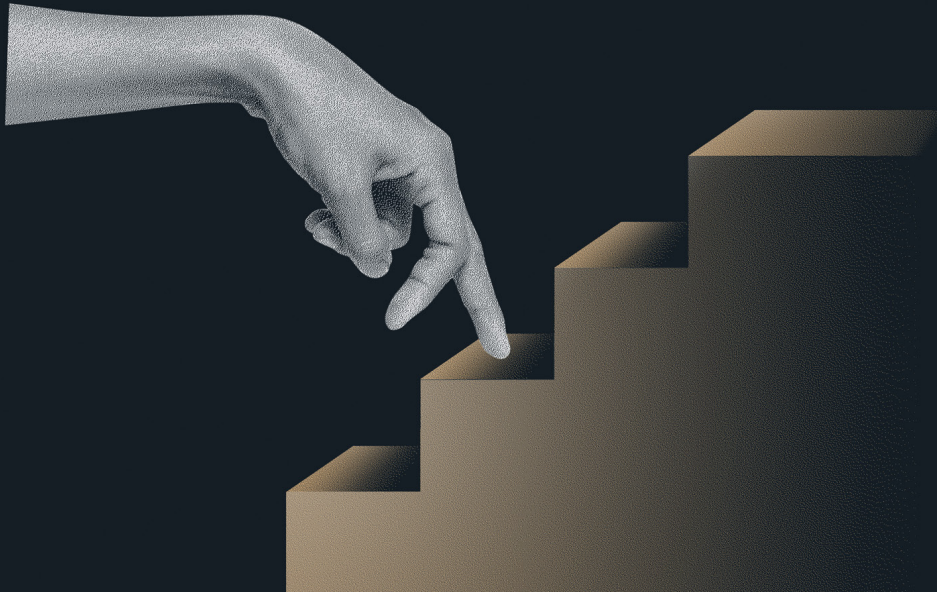


Evolving the Kaiser Family Foundation's data-rich platforms

Featured Partner Alley and WordPress VIP overhauled Kaiser Family Foundation's 20-year legacy of data-heavy digital content, merging material from 10 different data sources into WordPress in the process.



The Henry J. Kaiser Family Foundation (KFF) has delivered free, trusted, non-partisan content relating to national health issues since its founding in the early 1990s. As a non-profit, it provides data and analysis that informs the reporting of various publications and researchers.



KFF had 20 years' worth of legacy data bottlenecked in Sitecore and Commonsport

KFF needed a new and flexible platform that could unify all of their legacy content and sites and put them in a position to continue to innovate online. This required migrating 20 years' worth of data spanning 10 different data sources including two content management systems (Sitecore and Commonsport), to WordPress. Through this initiative, KFF sought consistency across their wide range of sites, publications, and form factors; and to improve efficiency and reuse across the platform.

WordPress VIP helped KFF unify all their content onto a single, intuitive platform

In keeping with their mission, KFF sought above all to make the full depth and breadth of content they produce accessible to as many people as possible. Content-type complexity was the biggest issue to overcome: Consolidating legacy sites and content management tools surfaced a total of 37 custom post types, 18 custom taxonomies, and 300 custom fields.

KFF's teams are now empowered to advance their mission through beautiful and accessible data

By unifying all publishing on WordPress, KFF massively simplified the way their teams create, edit, and publish data. Between the new infrastructure, a complete redesign, and all-new custom tools, the new digital platform has dramatically improved the experience of its audiences as well as its creative and technical teams. New editorial features allow KFF to publish anything from an easily navigable 100-page research report with charts, graphs, and slides, to an interactive calculator, quiz, or timeline, all from the same toolset.

KFF massively simplified the way their teams create, edit, and publish data.

“Other data-heavy organizations like ours still operate multiple websites with data and CMSES that are not integrated. I think we’re the first in our space to do that—with as much diverse content as we have all in one home.”

— DAVID ROUSSEAU
VICE PRESIDENT, KAISER FAMILY FOUNDATION

Key Results

- Intensive data migration across 6 databases
- An extensive, faceted search engine with Elasticsearch on top of WordPress
- A selectively responsive design approach to gracefully deliver multiple form factors
- Implementation of Fieldmanager plugin to manage custom fields
- Custom editorial tools that have turned non-technical writers into users of the CMS



WordPress VIP helps enterprises realize the power of the open web.
We handle infrastructure, performance, and security at scale, so our clients
are free to focus on what matters.